VT INCEPIT   SIC PERMANET

FIDELIS

Ontario

*Ont. Ministry of Government Services.
[General publications]
[G-5]
title = Outline of the official identity program.*

Ontario

The intent of this booklet is to familiarize you with the new visual identity program under way in your Government. This is being introduced concurrently with the C.O.G.P. recommendations for restructuring of departments and programs. It will provide, in a visual sense, the vehicle for the recommended directions.

We urge you to familiarize yourself with this booklet along with subsequent information which will be forthcoming. Your continuing cooperation will ensure an image of unity and progressiveness, which are the key objectives of the visual identity program. I have asked the Honourable James Snow, Minister of Government Services, to accept responsibility for implementation.

Sincerely,

William Davis

Wm. G. Davis.

Prior to 1964, the Coat of Arms was the only symbol of the Government of Ontario. It was used for both official documentation and promotion. However due to the intricate nature of its design, it would not reproduce well, especially in restricted signs such as calling cards and the like.

At that time, the Trillium Symbol and the Logotype were developed primarily for promotional purposes. The official flower of Ontario – the Trillium – was the basis for the design and therefore a logical, familiar identification.

The Trillium Symbol has proven by use to be a valid interpretation of the industry and progressiveness of the Province.

A manual was prepared outlining the uses of the Trillium Symbol and Logotype but no real control existed governing its usage. Consequently a very haphazard and confused graphic image emerged as can be judged by the accompanying illustration.

Over the years, the Coat of Arms suffered as well, with as many interpretations as there were uses. Clearly, it became apparent that a study should be conducted to examine the whole matter of the Trillium Symbol, the Logotype and the Coat of Arms.

In 1970 a survey was conducted through the Office of the Queen's Printer and Publisher. Its focus was primarily on the Trillium Symbol, Logotype and the Coat of Arms but also encompassed departmental symbology and control.

Thirty Government Departments (as they were then known) and Branches were contacted. Further additional individuals were surveyed with the following basic reactions:
• organize an "identification authority" within the Government to establish guidelines and render assistance.

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• retain the Coat of Arms; develop a new standard-ized drawing within heraldic guidelines.
• retain the Trillium Symbol
• re-evaluate the letterstyle of the logotype Ontario
• develop new graphic standards for all depart-mental (ministerial) stationery
• with the sanction of the Executive Council and the Premier, produce a new Reference Manual to set guidelines for visual identity usage.

At the same time as the Identity Survey was being conducted, the Committee on Government Pro-ductivity was reviewing all aspects of Govern-ment structure and operation. When the Commit-tee presented Interim Report Number Four on Communications and Information Services, it be-came obvious and necessary to start immediately with the Visual Identity Program of the Govern-ment.

In graphic design considerations for any given project, the basic long-term objective must be analyzed by the designers to establish the direc-tion to be taken. In a project as complex as this, a "design theory" must emerge as the foundation upon which all directions rest. Without this foun-dation, the ensuing results could be fragmented with many images emerging.

The logical answer is a "systems approach" which is based on a "grid" pattern, setting the founda-tion upon which to build a viable program.

The Policy and Non-Policy Fields established under C.O.G.P. have been identified by their own basic colors.

Office of the Premier (black & white)
Cabinet Office

Management Board of Cabinet (purple)
Ministry of Government Services
Civil Service Commission
C.O.G.P.

Ministry of Treasury, Economics (blue)
and Intergovernmental Affairs
Ministry of Revenue

Resources Development Policy Field (green)
Agriculture and Food
Environment
Industry and Tourism
Labour
Natural Resources
Transportation and Communications

Social Development Policy Field (buff)
Colleges and Universities
Education
Health
Community and Social Services

Justice Policy Field (red)
Attorney General
Consumer and Commercial
Relations
Correctional Services
Solicitor General

Policy Fields | Non-Policy Fields

**Resources Development
Policy Field**

Agriculture and Food
Environment
Industry and Tourism
Labour
Natural Resources
Transportation and Communications

Office of the Premier

The Cabinet
Office

**Social Development
Policy Field**

Colleges and Universities
Education
Health
Community and Social Services

**The Management
Board of Cabinet**

Ministry of Government Services
Civil Service Commission
C.O.G.P.

Justice Policy Field

Attorney General
Consumer and Commercial Relations
Correctional Services
Solicitor General

**Ministry of Treasury, Economics
and Intergovernmental Affairs**

Ministry of Revenue

The original Trillium Symbol was a pictorial stylization of the flower within a "TV" shape. In order to bring the symbol into relationship with other Trillium-oriented symbols which have emerged, i.e. Ontario Place, Science Centre, it has been redesigned to a geometric solution. The result is a contemporary design without loss of previous Trillium identification. It harmonizes with and complements the new typeface for the Logotype.

The Coat of Arms will be used on official documents, Ministers' and Deputy Ministers' stationery. The Trillium Symbol will be used in all other instances. Any request relating to symbology for special projects must be referred to the Co-ordinator of the Official Visual Identity Program, Ministry of Government Services.

The hand-drawn typeface for Ontario has been replaced with the timeless, classic typeface "Helvetica", which every up-to-date typesetter will have in his fonts. The advantages are obvious. It is used with both the Coat of Arms and the Trillium Symbol.
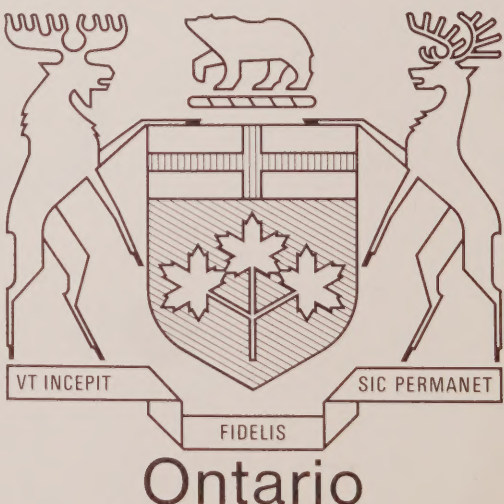
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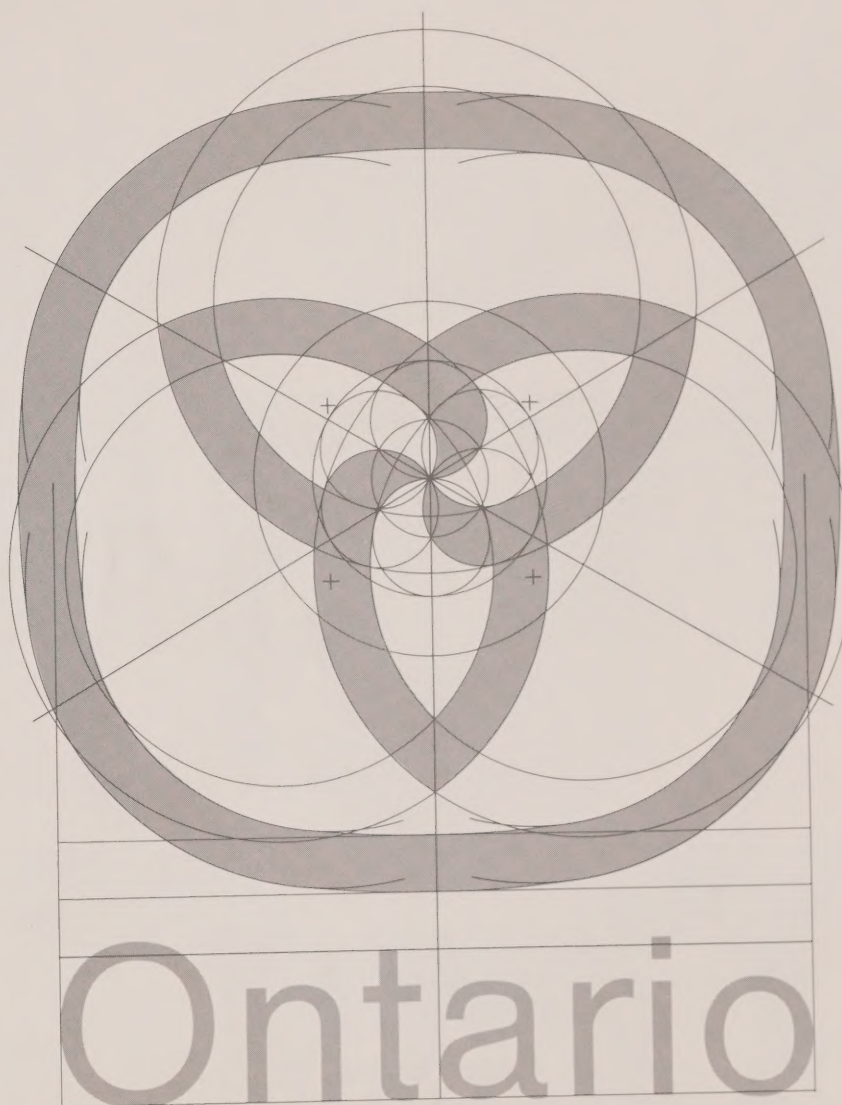
Since a single, standardized drawing of the Coat of Arms did not exist, many variations have appeared. As mentioned before, the traditional rendering of the device – in any of its many forms – would not reproduce successfully, particularly in small sizes and sculptured images. Therefore a new standardized drawing has been established for all usage.

This drawing has been simplified, allowing it to be greatly reduced, printed, blind embossed, and sculptured. It can be reproduced in either one color or full color. It follows the traditional form and retains its heraldic authority, but is now restructured and simplified for practical reasons.

Since Helvetica is now established for the Logotype, it follows that the official typeface for stationery, Ministry identification, signage, vehicle identification, etc., must be Helvetica. This does not mean, of course, that every brochure, advertisement, display, etc. be set totally in Helvetica, for this would restrict creativity and individuality. It means that where the "official signature" is used in such instances, it must be Helvetica.

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The only symbol for regular publications will be the Trillium, printed in the color of the particular Policy Field. Official publications or documents will, of course, utilize the Coat of Arms.

It is planned that all service vehicles such as trucks and vans will feature the Trillium Symbol and the Logotype applied in the Ministry color and the Ministry name in black or white, depending on the color of the vehicle. Reflective safety strips will appear where it is deemed necessary. Automobiles will not be governed by this ruling.

A system has been developed to control the type size, line spacing and position of the Ministry name in relationship to the symbol and logotype. There are two separate components as illustrated below:
a – contains the symbol and the logotype in the Ministry color;
aa – contains the Ministry name in black or white;
cc – represents the shortest distance between Symbol and Ministry name and can be increased according to the circumstances. The system also provides for a vertical arrangement of the components as can be seen on the opposite page.
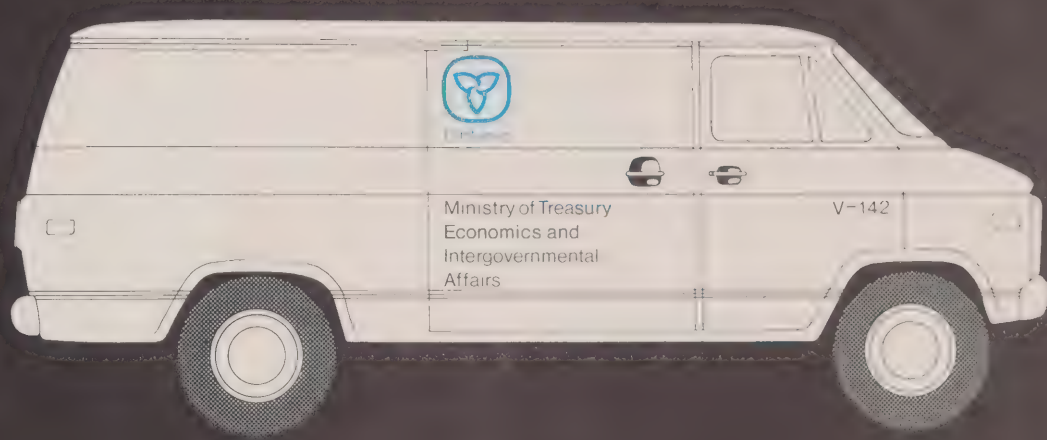
symbol	ministry identification

a	a	a

c	c	c	c	c	c	c

Ministry of Treasury Economics and Intergovernmental Affairs

Ontario

Ministry of Treasury
Economics and
Intergovernmental
Affairs

V-142

With the long-range plans to gradually change to the Metric System, your Government has decided to implement Metric sizes for its stationery. It is a logical step to take at this time, since it ties in with graphic re-design and forms evaluation.

To begin with, all Ministerial letterheads will be based upon the Metric scale, with envelopes following shortly. Examples and sizes are illustrated. Certain forms and publications will also be Metric as the plan progresses. Ministers' and Deputy Ministers' stationery will utilize the Coat of Arms – (1) below. The Trillium Symbol will be used in all other instances – (2) below. A design structure has been developed as the basis for all letterheads. See opposite page.

The structure comprises 5 columns, each of which has a purpose. From left to right:

Column 1 contains "Office of the Minister" or "Office of the Deputy Minister" (no names will be printed on letterheads).

Column 2 contains the Coat of Arms or the Trillium Symbol beneath which appears the primary identification – the name of the Policy Field, Ministry, Board or Commission.

Column 3 remains blank on Ministerial letterheads, but contains secondary identification, such as Branches, Divisions etc., on the Trillium letterhead.

Column 4 contains telephone number, cable address (if applicable), Our file number, Your file number.

Column 5 contains address and postal code.

The hair-line rule separates symbology from typography. It is to be noted that special stationery, such as the Science Centre, will follow the same system. See illustration 3. Letterheads of minimal quantities will not be pre-addressed, but addresses will be typed on, as example 2. Envelopes, calling cards, memos, etc. will all be based on the same design structure to ensure a cohesive image among all items. Detail sheets in the Manual will provide specifications for all stationery and forms required.
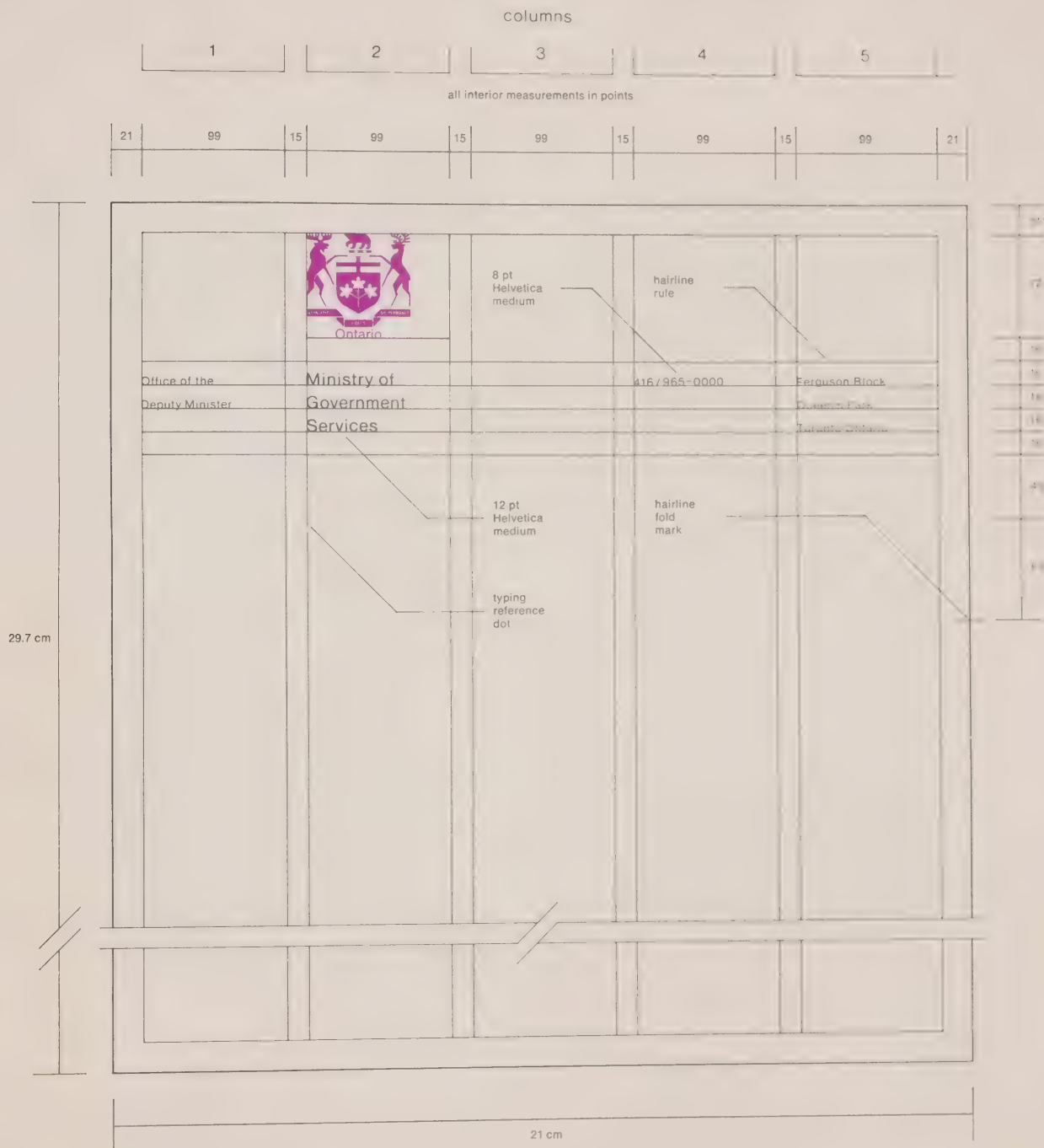
1

2

3

Letterhead - design structure

columns

1	2	3	4	5

all interior measurements in points

21	99	15	99	15	99	15	99	15	99	21

Ontario

8 pt
Helvetica
medium

hairline
rule

Office of the
Deputy Minister

Ministry of
Government
Services

416 / 965-0000

Ferguson Block
Queen's Park
Toronto, Ontario

12 pt
Helvetica
medium

hairline
fold
mark

typing
reference
dot

29.7 cm

21 cm

The Trillium Symbol and the official typeface "Helvetica Medium" will be used for all signs. The Ministry color is applied as follows.
a) Symbol and Logotype – white; background – Ministry color
b) Symbol and Logotype – Ministry color background – white
c) Symbol and Logotype – Ministry color background – black

Unless it is an official proclamation, all advertisements will use the Trillium Symbol with the Logotype and Ministry name in Helvetica. Headings and body copy are not required to be in Helvetica. Standards will be set for the different layouts of the Symbol, Logotype and Signature.

There will be two Reference Manuals, one for in-government use and one condensed version for printers, sign writers, suppliers, agencies, etc. The in-government Manual will be loose-leaf and numbered, with the holder's name and Ministry kept on file. In this way, updating can be made.

The Manuals will spell out in words and pictures the complete program with definitive guidelines for all usage.

Government
of Ontario

Official
Visual Identity
Manual

Ontario

A co-ordinator for the Visual Identity Program has been appointed. He is S. C. "Sid" Fairweather of the Management Board Secretariat. Under the supervision of the Honourable James Snow, Minister of Government Services, he will direct the activities of this program. All inquiries relating to any aspect of the program will be promptly dealt with. His telephone number is 965-7921.

In conclusion, we think you will agree that the Visual Identity Program will provide a more positive, consistent image of the Government of Ontario and will help to illustrate and identify the improved administration procedures resulting from the work of the Committee on Government Productivity.

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